

Establish and Promote a Rechargeable and NiCad Battery Recycling Program

As discussed in Chapters 2 and 6, heavy metals present in rechargeable and NiCad batteries may have a harmful environmental impact if disposed. Efforts are needed to remove these materials from the waste stream to prevent their disposal at the E/RRF or landfill.



A national program is already in place, the Rechargeable Battery Recycling Corporation (RBRC - www.rbrc.com), that accepts rechargeable batteries from customers and ships them for appropriate disposal. The RBRC helps recycle portable rechargeable batteries, commonly found in cordless power tools, cellular and cordless phones, laptop computers, camcorders, digital cameras, and remote control toys. Local participating companies include Home Depot, Target, Walmart, Verizon Wireless, Radio Shack, Cingular, Staples, Office Depot and others. Other locations to take batteries for disposal can be found on the web site by zip code. County staff will promote this partnership through its public outreach and education program and on the county's website.

Promote Manufacturing Facilities that Use MSW Recyclables

As discussed in Chapters 6 and 7, the economic viability of recycling may increase with stronger local markets for recyclable materials and shorter transportation distances to markets. Fairfax County can improve local recyclable markets and reduce transportation requirement by promoting the development of additional manufacturing facilities in the county that use recyclables as raw materials. The manufacturing facilities will likely enhance demand for recyclable materials, thereby increasing the recycling rate in the county.



Promote a "Buy Recycled" Program



Promoting a Fairfax County "buy recycled" campaign may help the development of local markets for recyclable materials. Under a "buy recycled" program, the county publicizes policies and practices for local businesses, government, and residents to purchase recycled-content products, as well as support activities that promote waste reduction and management. These practices help close the recycling loop by increasing the demand for products made from recycled materials.

Promote an E-Cycling Program

Fairfax County expects e-cycling (recycling of electronic equipment and items) to become a more important solid waste management practice over the SWMP planning period. Electronics are one of the fastest growing components of MSW. Coupled with the potential environmental hazards of disposal and high value of recyclable materials, recycling of



electronics promises to have real impact on future recycling programs and the environment.

The county's role in e-cycling will be as a facilitator, providing program coordination, communications, promotion and publicity. The county can promote e-cycling by providing collection opportunities, alone or in partnership with retailers or recyclers, and assisting in getting collected products to consolidation points. Through partnerships with retailers, the county can establish a network of convenient, ongoing, drop-off facilities where the public can take used electronic equipment for recycling. In addition, the county can collaborate with recyclers for collecting, transporting and sorting the electronics for recycling.

Improve Public Outreach and Education



Education and outreach are the primary vehicles for the county to promote wider participation in recycling programs. Successful education of the public helps ensure that recyclable materials are recycled rather than disposed. Most businesses and residents are not recycling experts; education and outreach helps the public become more effective recyclers of solid waste.

Roughly 74 percent of responders to the SWMP Public Opinion Survey that live in **single family homes participate in recycling**. Efforts are needed to target residents who live in townhomes and condo/apartment dwellers who indicated curbside recycling rates of only 20 percent and 4 percent, respectively.

County recycling education and outreach efforts have helped achieve county recycling levels that consistently exceed the state mandated recycling rate of 25 percent. Increased and improved communication coupled with an effective and consistent targeted recycling message will result in further increases in the county recycling rate. Potential improvements to public education and outreach efforts include producing a countywide waste management newsletter, enhancing advertising and promotions, developing courses for residents, simplifying recycling requirements, and offering technical assistance.

Education will be aimed not only at single-family residential neighborhoods, but also at apartment buildings, condominium complexes, and businesses. Expanded recycling participation will help reduce the burden on disposal in the solid waste management system.

Fairfax County can also increase CDD recycling (and help reduce CDD disposal) by promoting separation of materials at the job site. Job site separation requires builders and contractors to collect different recyclable materials in separate containers or piles on-site. The builder or contractor then contracts with a recycling service to collect the materials.